

RE: This week from CCA (CCA Delivers - Septemb...

Subject: RE: This week from CCA (CCA Delivers - September 29, 2016)
From: "Michael Filson" <@>
Date: 09/30/2016 09:17 AM
To: jdanganan@ccala.org

Joanne,

When can we post the Halloween event?

Mike Filson
Community Relations Manager

 <https://www.downtov>

Downtown Center Business Improvement District

626 Wilshire Blvd., Suite 200 | Los Angeles, CA 90017

Call: 213-416-7524 | Fax: 213-624-0858

Web: DowntownLA.com



From: Central City Association [mailto:jdanganan@ccala.org]
Sent: Thursday, September 29, 2016 4:56 PM
To: Michael Filson
Subject: This week from CCA (CCA Delivers - September 29, 2016)

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CCALA.org
September 29, 2016



INSIDE THIS ISSUE

- [L.A. Times Opposes Build Better L.A. Initiative](#)
- [Sup. Ridley-Thomas & CCA Members Discuss Homelessness](#)



EVENTS CALENDAR

THURSDAY, OCTOBER 13
5:30 p.m.

[UCLA IN DOWNTOWN L.A. RECEPTION](#)
City Hall – Spring Street Forecourt
200 S. Spring Street

MONDAY, OCTOBER 3 -
SATURDAY, OCTOBER 8, 2016
9 a.m. - 9 p.m.

[CITY PLANNING: DOWNTOWN COMMUNITY PLANS OPEN STUDIO AND DESIGN CHARRETTE!](#)
Bradbury Building at 304 S. Broadway St.

SATURDAY, OCTOBER 15
7 p.m. - 11 p.m.

[CAROL'S FAREWELL PARTY](#)
The Orpheum Theatre
842 S. Broadway Ave.

L.A. Times Opposes Build Better L.A. Initiative (Measure JJJ)

This week, the [Los Angeles Times](#) Editorial Board opposed the Build Better L.A. initiative, "Measure JJJ could make L.A.'s housing crisis even worse. Vote no." [To read the full piece, please click here.](#)

CCA opposes this deeply flawed initiative that deserves a NO vote. Measure JJJ's far-reaching and poorly-defined regulations will increase the cost of construction for new housing. As stated by the [Los Angeles Times](#), "Measure JJJ vividly illustrates why land-use planning by ballot initiative is so problematic."

Join us to defeat this initiative by **supporting** the **Coalition for Jobs and Attainable Housing!** [Please click here.](#)

Measure JJJ is on the November 8th ballot and only needs a simple majority of voters for approval. We need you to act today to provide support!

Measure JJJ will:

- Drive up rental costs
- Make homes more unaffordable for first-time buyers
- Add delays and red tape to the construction of needed housing
- Increase construction costs

For more information, please contact CCA's Director of Government Relations, [John Howland](#).

Supervisor Ridley-Thomas & CCA Members Discuss Homelessness

This week, CCA brought together numerous members with Supervisor Mark Ridley-Thomas to discuss the impacts of homelessness in Downtown Los Angeles. Members shared stories about their interactions with homeless individuals from trying to handle a mentally ill person in a hotel lobby to adopting a child who was living in Skid Row. Members and the Supervisor agreed that a concentrated and sufficiently funded action plan to address the homeless crisis is long over-due and began to discuss opportunities to implement such a plan.

Supervisor Ridley-Thomas led the charge to declare a homelessness state of emergency and successfully moved the Board of Supervisors to allocate \$100 million in one-time funds. CCA supported both of those actions. Now, there is an effort to create an ongoing source of revenue and Supervisor Ridley-Thomas is considering a one-quarter cent sales tax increase for the March 2017 ballot. This would generate approximately \$355 million per year and would be dedicated to homeless services, including mental health, drug addiction, multi-disciplinary outreach teams, 24-hour psychiatric care centers, recuperative care beds and bridge housing.

Members raised the need for accountability and transparency in the spending of future funds and wanted to know how the \$355 million per year will immediately address the homeless crisis. The Supervisor and his staff committed to working with CCA on the issues and another meeting will be scheduled to further discuss.

For more information, please contact CCA's Managing Director of Legislative Affairs and Government Relations, [Marie Rumsey](#).

WEDNESDAY, OCTOBER 19

2 p.m. - 4 p.m.

[HOUSING LINKAGE FEE PUBLIC HEARING](#)

Department of City Planning
Deaton Hall Auditorium
100 W. 1st St.

FRIDAY, OCTOBER 28

7:30 a.m.- 2:30 p.m.

[MAYORAL HOUSING, TRANSPORTATION & JOBS SUMMIT](#)

UCLA Anderson School of Management

TUESDAY, DECEMBER 6

5:30 - 8 p.m.

[CCA HOLIDAY PARTY](#)

The Majestic Downtown
650 S. Spring St.



COMMITTEE CALENDAR

THURSDAY, OCTOBER 13

8:30 - 10:00 a.m.

[TRANSPORTATION, INFRASTRUCTURE & ENERGY](#)

Topics: California High Speed Rail, Mobility Hubs

Special Guests: Michele Boehm, CHSRA; David Somers and My La, Department of City Planning



CCA IN ACTION

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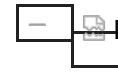

On Tuesday, several CCA members met with LADOT and City

Planning at a stakeholders meeting to discuss the My Figueroa construction schedule. The LADOT project leader told the group that construction will begin shortly along 11th St. and will also proceed in phases from Martin Luther King Blvd. north to 7th St. Unfortunately, a timeline with general dates was not given. CCA spoke out for our members and other businesses and projects along the Figueroa Corridor and insisted that a general timeline be given to affected stakeholders. LADOT promised to present a timeline next week. CCA will remain engaged in this process and will continue to inform our members about new developments in My Figueroa.

For more information, please contact CCA's Director of Government Relations, [John Howland](#).

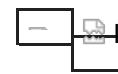
CCA spoke at the City Council's Ad Hoc Committee on the 2024 Olympics. We again expressed our support for the City's bid and thanked the committee for its diligence in protecting the City's taxpayers against potential cost overruns or shortfalls that could affect the City's General Fund. CCA also asked the committee to investigate potential harm that no-growth City ballot measures will have to the bid and to the ability to build sufficient hotel rooms for Olympics visitors in Downtown and around the city.

For more information, please contact CCA's Director of Government Relations, [John Howland](#).



CCA IN THE NEWS

"Three words, in my opinion: It's exciting; it's bold; it's innovative," said Carol Schatz. [Los Angeles Times](#), September 24, 2016.
["Towering development is proposed for L.A.'s Arts District: an 'opportunity for density'."](#)



CCA MEMBERS IN THE NEWS

"You can't stop the change in the

Arts District, but you can try to raise the bar. That's what we are doing," Dan Rosenfeld, SunCal. [Downtown News](#), September 24, 2016.

["SunCal's Sixth & Alameda Is The Biggest Arts District Development Yet."](#)

"Long-run growth is a function of the number of bodies in your economy," said Chris Thornberg, Beacon Economics. [Los Angeles Times](#), September 28, 2016.

["California's housing shortage will hamper the economy, reports say."](#)



NEW MEMBERS

Destination Downtown Los Angeles



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[Announcements](#)

Membership with CCA

CCA is the leading voice of business on important city and statewide issues. From LAX to Downtown, CCA is considered the Los Angeles business community's most effective advocate and business leader. Our citywide reach on a broad base of issues — including land use, transportation and economic growth — connect you with government and produce quick and effective results that benefit your bottom line. As a CCA member, you also receive personalized issue advocacy and unparalleled access to city, county and state power brokers and decision makers. CCA is aggressively advocating on behalf of the business community.

For more information about membership, please visit [ccala.org](#) or contact CCA Director of Business Development & Marketing, [Nhien Lasky](#).



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